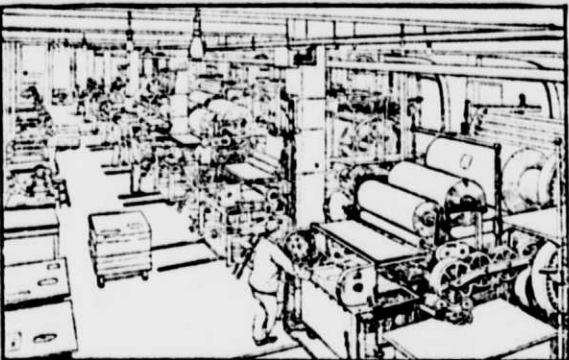




## This Page is For Other Manufacturers



There are one hundred and fourteen specially designed presses, including high-speed color presses.



An endless belt carries away the mail pouches in which the magazines are packed—150 tons a day.



The Engraving Department, where every cut, advertisement or pictorial, is brought to its highest efficiency.



In the Employees' Restaurant, where 600 dine at one time, are 17 original paintings by Maxfield Parrish.

1,950,000 families buy *The Saturday Evening Post*.  
1,750,000 families buy *The Ladies' Home Journal*.  
400,000 families take both.  
They are paying more than \$5,000,000 for these magazines this year, without receiving a single premium or discount of any kind; they pay this sum just to read them.

A capacity for the manufacture of 500,000 magazines a day is necessary to keep pace with the demand. Every 28 days we turn out of our press rooms more than 9,000,000 complete publications—more than 110,000,000 copies a year.

Every day more than 150 tons of paper are consumed in our Philadelphia plant. Last year 2,300 carloads of paper left Fitchburg, Mass., for *The Ladies' Home Journal* and *The Saturday Evening Post*. A train over 17 miles in length would have been required for last year's shipments.

About 1,000 men are employed in the mills making the paper for the Curtis publications. Curiously, most of the material is secured in Europe. Old books, ledgers and the like are uncerated, bleached and turned into the white satin-finished paper as you receive it.

The paper used in printing *The Ladies' Home Journal* and *The Saturday Evening Post* during one year, if put in one strip the width of a page of these publications, would make a white band which would go more than thirty times around the earth.

800,000 pounds of ink were consumed last year. The tiny wire staples used in binding weighed 27,000 pounds last year.

**T**HESE pictures show the work of an army created by the power of advertising. This is the achievement of twenty-eight years.

To you who are also a manufacturer, does it seem of only passing interest—

—That 3,500 people work night and day in this great building—

—That it requires seven mills and about 1,000 men to make the 100,000,000 pounds of paper used yearly—

—That 2,800 district managers direct a sales force of 31,000 men and boys in every ward of the cities and every lane of the country towns?

You recognize the impressiveness of these facts, but you ask—

### What is All This to Me— a Manufacturer?

This: These thousands of people, these buildings, these machines, are catering to the wants of a nation. Their work is for 3,300,000 American families who buy *The Ladies' Home Journal* or *The Saturday Evening Post*—fine, intelligent, prosperous, American families, with the standards of living, the affluence and the desire for every conceivable kind of service and merchandise.

These facts challenge you.

Why should these millions not know you and buy of you? What a world of wants for you—the manufacturer—to reach and fill in this nation within the nation.

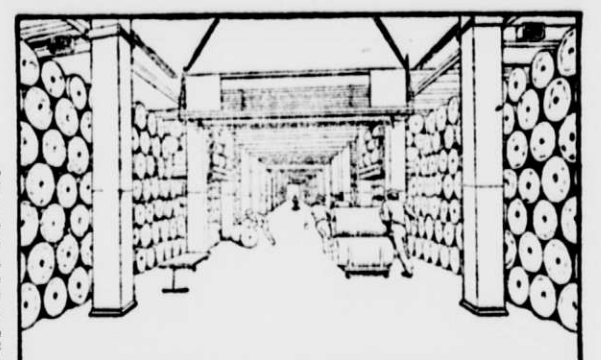
This nation of readers, the building here illustrated, this army of workers—all have been built by advertising. Not only by the advertising of other manufacturers who have told of their goods through our columns, but also by our own advertising of our own manufactured product. The Curtis Publishing Company is itself one of the leading users of advertising space.

We propose to you the enlargement of your production and your sales by the same methods which we have ourselves employed.

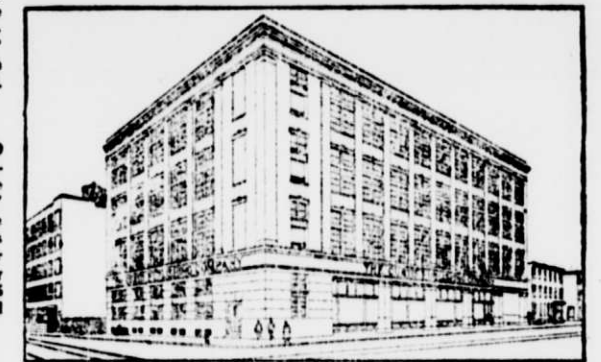
To continue to make good for ourselves we must continue to make good for others.

Of all the homes worth while in the whole country you can reach one in four through our publications.

*We should like you to do two things: Send for our 40-page booklet on modern advertising; and when in Philadelphia, come and inspect this plant.*



This enormous stock room, with 27,000 square feet of floor space, holds barely a month's supply of paper.



This warehouse, in another part of the city, has storage capacity of 6,000 tons of paper and 10,000 tons of coal.



Ink—the smallest factor in printing—is consumed at the rate of 1 1/4 tons a day.



The rest rooms are illustrative of the attention given to the comfort and health of employees.

Suppose you were to pile on month's issue of *The Ladies' Home Journal* in one single column—8 copies to the inch, 6 copies to the foot, 316,800 copies to the mile. The 1,750,000 copies would be more than 5 1/2 miles high. More than 56 times the height of Washington's Monument.

413,000 pounds of wrapping paper and 100,000 pounds of rope are used each year in the shipping of *The Ladies' Home Journal* and *The Saturday Evening Post*.

300 truck-loads of 7,200 pounds to the load are required to transport one edition of *The Ladies' Home Journal* to the mail in, to the express and freight stations. For *The Saturday Evening Post* an additional 145 truck-loads are required each week.

The average edition of *The Ladies' Home Journal* weighs more than 2,000,000 pounds. Twenty-five railroad cars are required to move and distribute it.

540,000 mail sacks are used each year in the dispatching of *The Ladies' Home Journal* and *The Saturday Evening Post* to all parts of the world.

More than 10,000,000 United States postage stamps are used in a year, and in addition \$400,000 a year is paid to the Government for carrying the publications mailed by us. This does not include the great sums required for transporting copies to the trade and to the wholesale news companies.

The Company receives over a million and three-quarters letters a year. A single day's mail has contained 22,300 letters, containing remittances amounting to \$38,700.

## THE CURTIS PUBLISHING COMPANY PHILADELPHIA

**The Ladies' Home Journal**  
Circulation More Than  
1,750,000



These Mills Make For Us 2,300 Carloads of Paper a Year

**The Saturday Evening Post**  
Circulation More Than  
1,900,000